



*The Mission of Manistee PEG-TV (Public, Education, and Government Television) is to provide access to local content that informs, educates and entertains the community we serve."*

## **Manistee PEG-TV Commission**

*December 4, 2017*

### **MEETING MINUTES**

- I. **CALL TO ORDER** – Chairman Lind called the meeting to order at 6:05.
- II. **ROLL CALL** - Present: Keith Brown, Kathy Ervin, Barry Lind, James Smith, Roger Zielinski  
Absent: Mike Tillotson
- III. **PLEDGE TO THE FLAG**
- IV. **APPROVAL OF AGENDA** – Agenda approved.
- V. **APPROVAL OF JUNE MINUTES** – Minutes approved.
- IV. **CORRESPONDENCE** - None
- V. **EXECUTIVE DIRECTOR'S REPORT** – See attached.
- VI. **OLD BUSINESS**

**Strategic Plan – *Where do we go from here?*** Lind requested that Ervin send notes to commission members from past sessions. Discussion about how to increase viewership resulted in two decisions:

- 1) Smith will meet with News Advocate management to request that their coverage of City Council meetings be accompanied with the station's website. (e.g., *See the entire meeting at manisteev.org*). He will also ask that the station's schedule be printed weekly.
- 2) Brown will talk with Brian Veign about his video class producing 'pop up' ad(s) on YouTube that may drive viewers to the station's programs. Lind pointed out that these ads can be targeted to specific geographic/demographic areas.

### **VII. NEW BUSINESS**

**2018 Budget** – Brown pointed out that he continues to compress and upload City Council meetings taped by city staff and asked if the commission would support requesting payment for those services. Smith said that it was unlikely such a request would be approved but said it was worth a try. Lind and Brown will author a letter to request 'Fee for Service'.

### **VIII. ADJOURN**

There being no further business the meeting was adjourned 7:17.

The next PEG Commission meeting is scheduled for **January 8, 2018**.



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